

ABSORBENT ARTICLE HAVING POSITIONING INDICIA

ABSTRACT

5 An absorbent article, such as a disposable diaper, adapted to be worn about the lower torso of a wearer. The diaper includes side panels and fastener elements for assembling the diaper about the body of the wearer. The outer surface of the diaper and the side panels or fastener tabs include indicia that complement each other and are provided to facilitate the proper and symmetrical application of the diaper to the wearer

10 for maximum comfort and for optimal functioning of the diaper as a waste retention vehicle without leakage between the diaper and the legs of the wearer.